

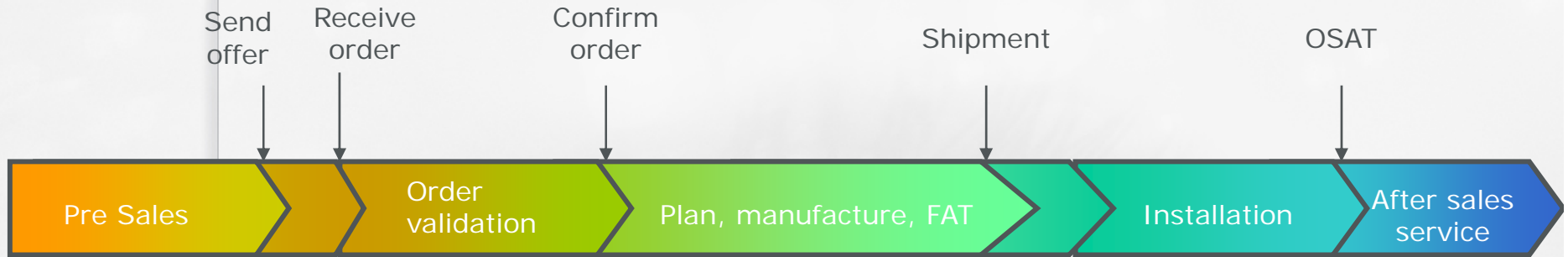
Sales Order Administration

Sjoerd De Clerck & Eric Faes
March 17th

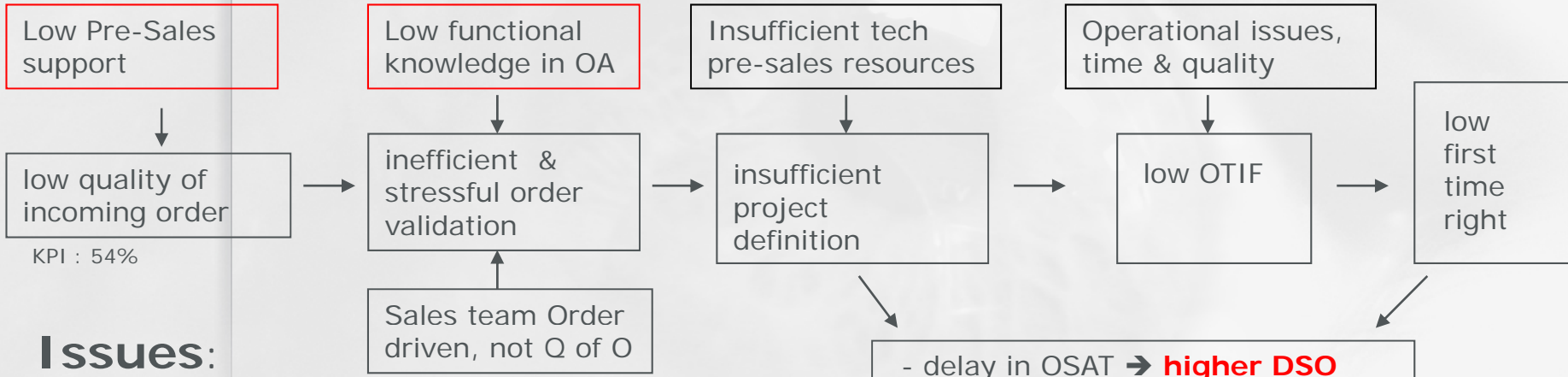
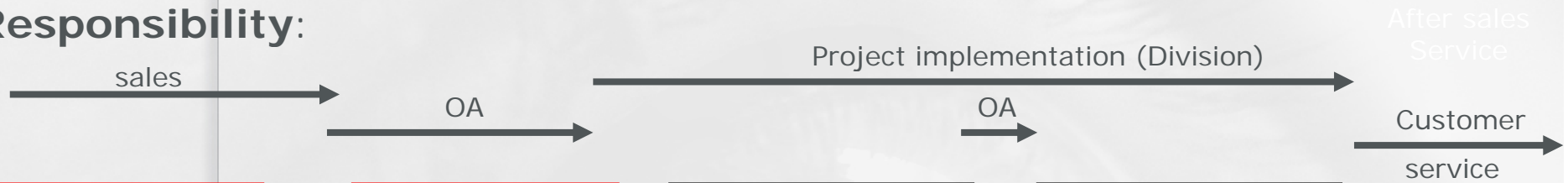




Sales Process Flow



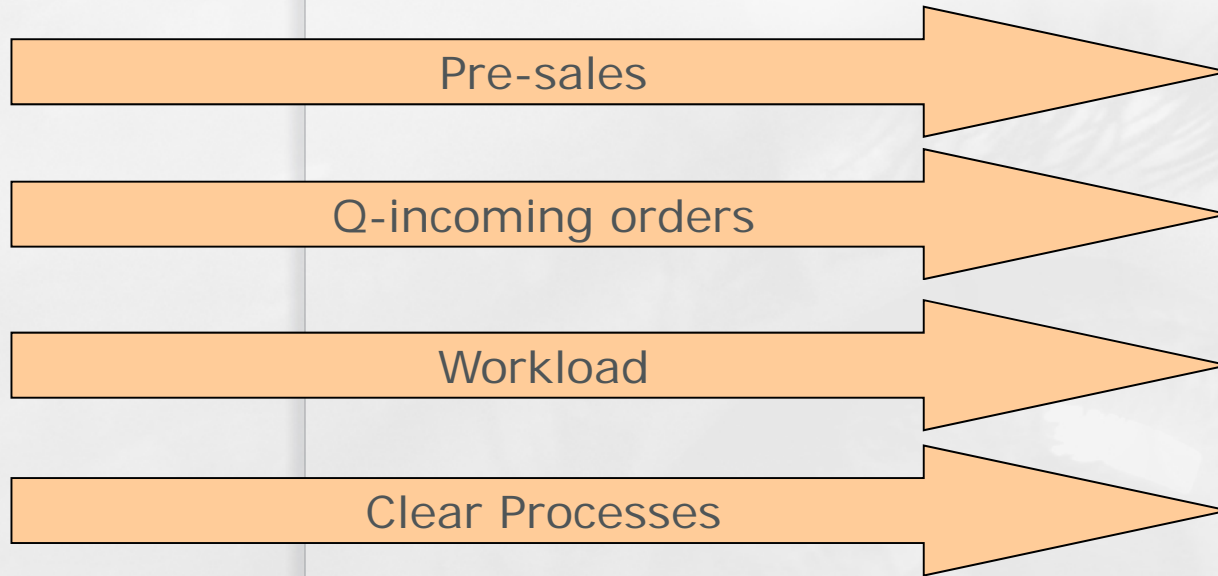
Responsibility:



Issues:

- delay in OSAT → **higher DSO**
- all additional costs on our charge → **lower Gross Margin**
- **lower Customer satisfaction**

Total approach

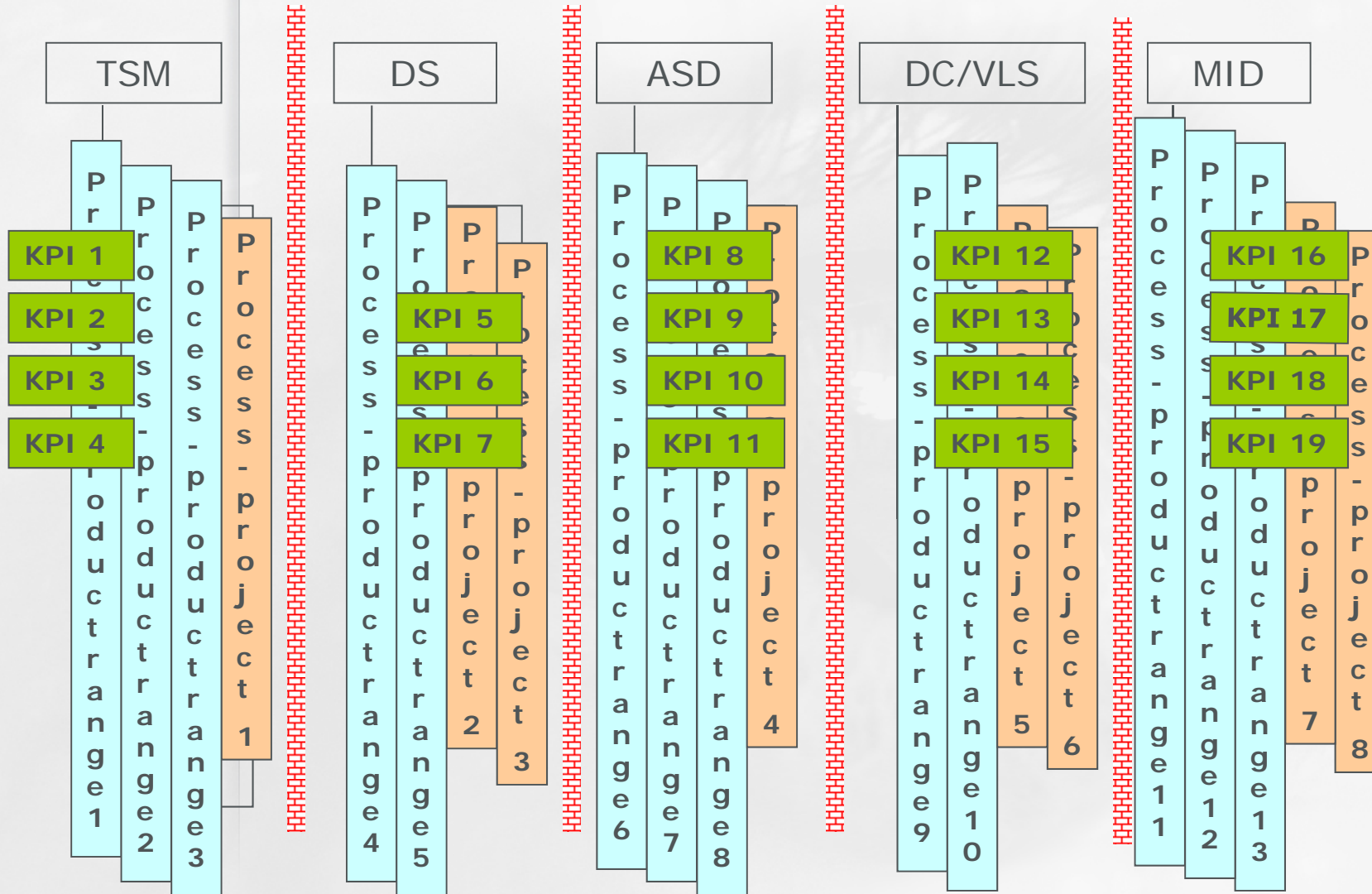


EFF.	FIN.	Cust Satis	HR
X	X	X	X
X	X	X	
X		X	X
X		X	X

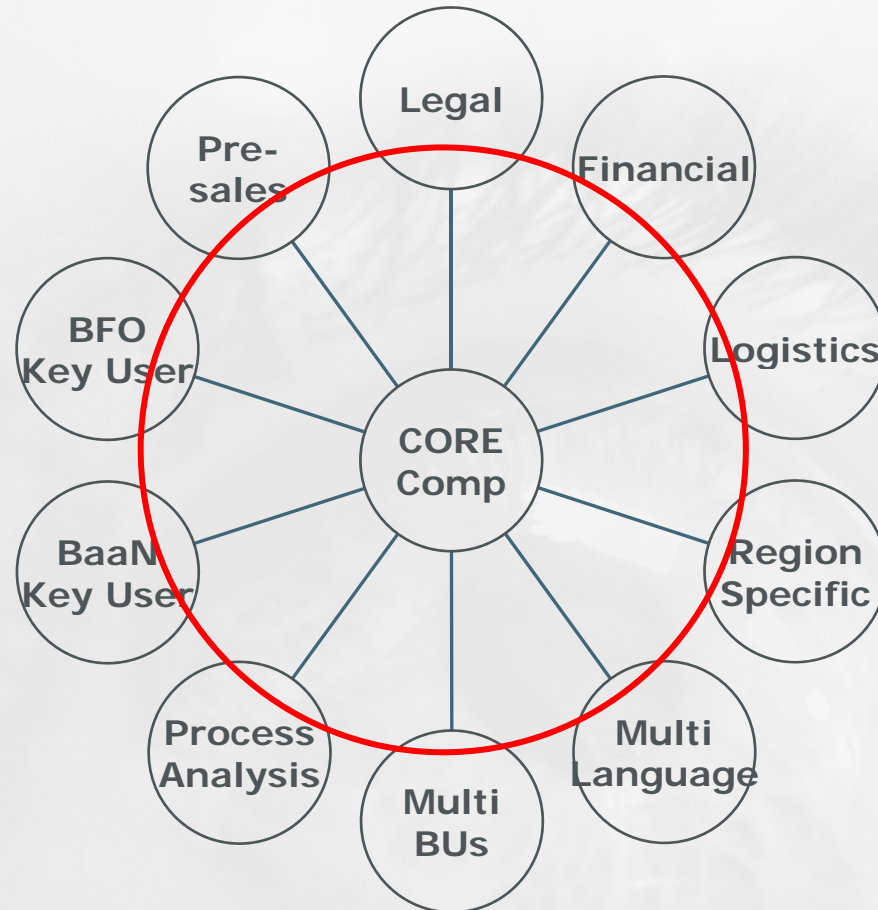




Old organization

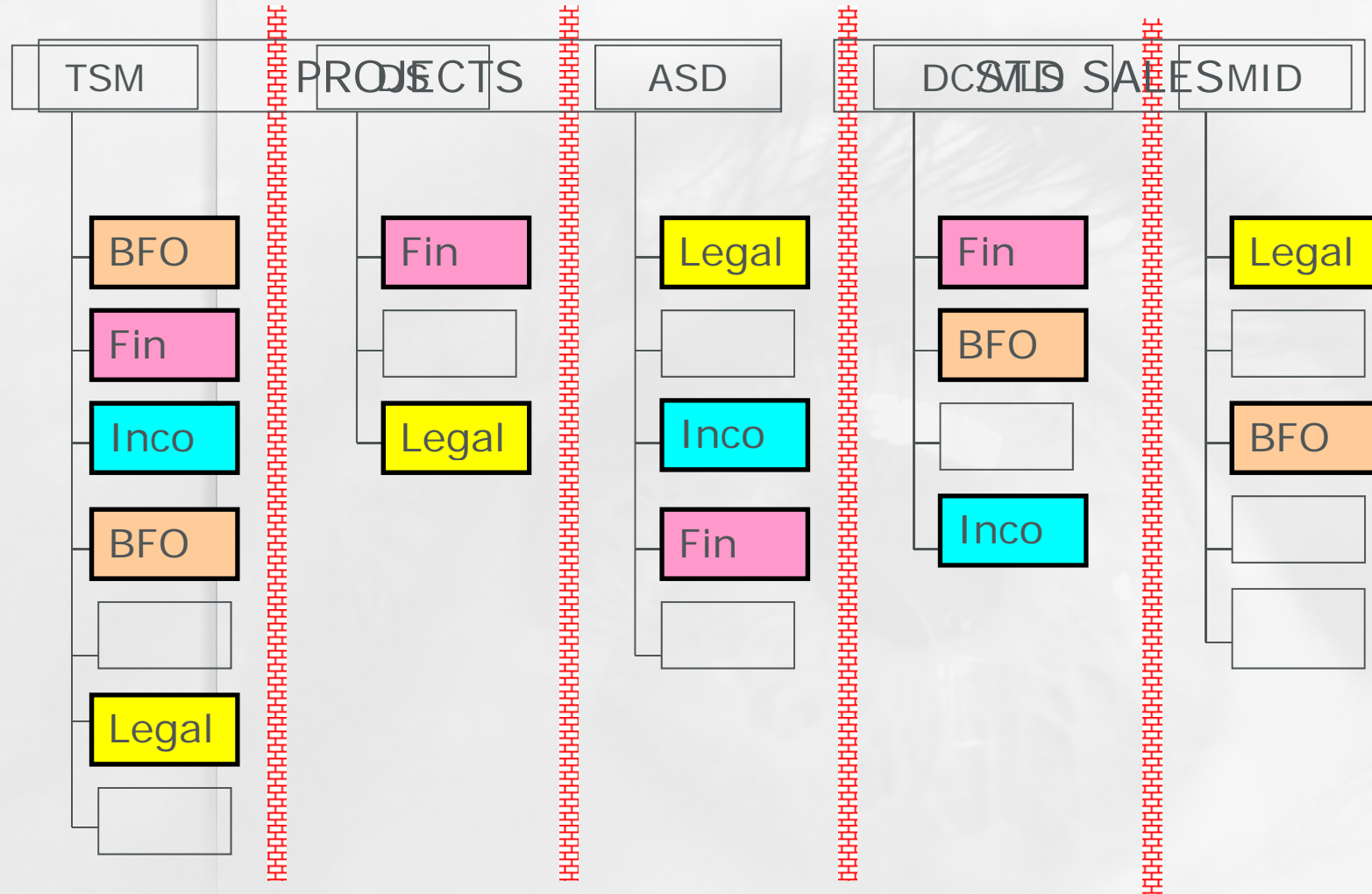


SC from 'Jack of all Trade'...



Having to do 'everything' leads to reduction of the job content to the admin tasks only, which is the current reality.

New organization





T&C's Specialist
Complex Projects

BUT :



or

Regional Specialist
Market specific knowledge



BFO Key User

or

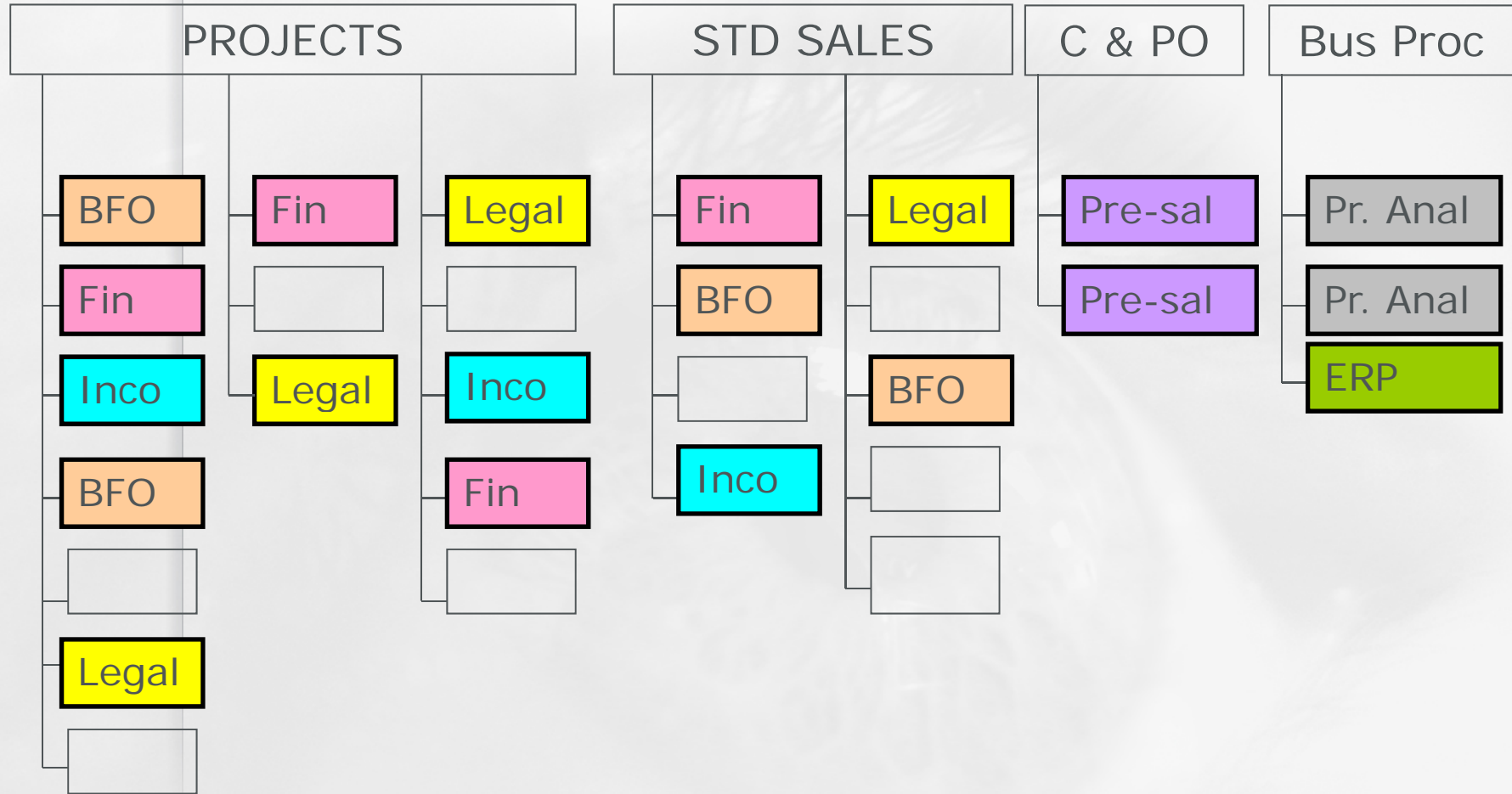


Order Administrator

Support Sales, Quality of Incoming Orders



New organization



fear of change



fear of loss of power for the Presidents



SC reluctant to leave comfort zone



no agreement on centralizing the team



not all SC may have the right profile

